



April 12, 2001



**News from the Washington State  
Department of Health, Tobacco  
Prevention and Control Program**  
What's new on the tobacco front?

## **New Manager's First Month**

It has been a very fast-paced and exciting first month on the job as manager of the Tobacco Prevention and Control Program. But, as I am learning, that is the way it usually is in the world of the tobacco prevention and control. I am very impressed with the dedicated staff of the program and the strong support that we have throughout the agency. I appreciate the warm welcome that I have received and genuinely look forward to being part of the effort of decreasing tobacco use in our state.

Much of my attention during this first month has been directed at the internal workings of the program. Getting to know the staff and gaining an understanding of the work in progress have been some of my early priorities. During April and May I plan to meet many of our community and school partners as opportunities arise. The May contractors meeting will also be a time to get acquainted.

In the meantime, I would appreciate hearing any questions, concerns, or kind words. My phone is 360.236.3665 and email <mailto:terry.reid@doh.wa.gov>.

## **Tobacco Tax Initiative**

An initiative that will raise the state tax on a pack of cigarettes by 60 cents was filed on March 30. The initiative is being supported by the American Lung Association, the American Cancer Society other anti-tobacco advocates and supporters of the Basic Health Plan. The next step for the supporters of the initiative is to collect 200,000 signatures from voters by July 6.

The new tax will add to the Health Services Account and primarily be used to support the Basic Health Plan. The tax is also intended to complement the current anti-tobacco efforts of the Department of Health. Research has shown that higher taxes on tobacco products lead to decreased levels of use. If you have any questions please call me (360) 236-3665 or email <mailto:terry.reid@doh.wa.gov>.

## Senate Passes 2001-2003 Budget

The Washington State Senate has released its 2001-2003 biennium budget. The Tobacco Prevention and Control Program, under the Senate's proposed budget would receive an additional \$5 million over the next two years. The House will release its budget in early April. The governor's budget holds the tobacco funding at its current \$15 million annual level.

Any differences between the house and senate budget will be resolved through a conference committee. If any increase in the tobacco prevent and control budget results, the Department will consider the existing gaps from the original \$26 million tobacco plan as well as any new information about the effectiveness of strategies already underway. Please contact me at (360) 236-3665 or email <mailto:terry.reid@doh.wa.gov> with any questions.

## Statewide Contractors Meeting

The Tobacco Prevention and Control Program has scheduled its spring statewide contractors meeting for May 1-2, 2001 at the Wyndham Garden Hotel in SeaTac.

The meeting schedule is:

Tuesday, May 1

10:00 am – 7:00 pm (Lunch and Dinner provided)

Wednesday, May 2

8:30 am – 5:00 pm (Continental Breakfast and Lunch provided)

Attendees will:

- Participate in Social Responsibility training
- Receive technical assistance on next years' application
- Participate in facilitated regional discussions
- Receive updates from the Department of Health

If you have specific questions or comments about this meeting contact Jodi Suminski by email at <mailto:jodi.suminski@doh.wa.gov> or by phone at 360.236.3722.

## Environmental Tobacco Smoke – Legislative Update

Engrossed Substitute Senate Bill (ESSB) 5993, sponsored by Senator Bob Oke, prohibits smoking in places where minors under the age of eighteen are permitted (the excludes bars, taverns, card rooms, tobacco shops and/or lounges) and creates a task force that would recommend rules to the Department of Health on smoking distances from public entrances and physical and mechanical barriers in restaurants. ESSB 5993 had a hearing in the House Commerce and Labor Committee on Tuesday, March 27 and was not voted out of committee by the legislative cut-off. If you have specific questions contact Jodi Suminski by email at <mailto:jodi.suminski@doh.wa.gov> or by phone at 360.236.3722.

## **Congratulations**

The state Attorney General received a \$5,000 gift from the American Legacy Foundation for her work on tobacco. Individual grants were awarded to the following organizations to support their youth leadership development and cessation projects:

Tobacco Free Skagit County  
SKAGIT Helping Educate About Tobacco (HEAT)

Toledo Middle School  
Students Against Destructive Decisions (SADD)

Tobacco TOGETHER  
Students Protesting Lies About Tobacco (SPLAT)

Lummi Nation Peer Educators

El Centro De La Raza

Tobacco Free Benton-Franklin County  
Students Helping Other Understand Tobacco (SHOUT)

Bremerton Kitsap Health District

If you have comments or questions, please contact Lisa LaFond by phone at (360-236-3634), or by email at [lisa.lafond@DOH.WA.GOV](mailto:lisa.lafond@DOH.WA.GOV).

## **Looking for teen smokers for Internet reality series**

We're in the process of recruiting high school students for an Internet reality series called Unfiltered. Five teenage tobacco users will go to Seattle at the end of April for 48-hours of tobacco-free adventure. We are planning several activities, including undercover retail compliance checks, roundtable discussions and a chance to view an autopsy of a smoker. Those who make it through the weekend tobacco free will receive prizes donated by Seattle-area businesses. Participants caught with tobacco will be sent home.

The entire weekend will be taped and edited into short 10-minute programs that will run on OutrageAvenue.com beginning in May.

The main purpose of the event is to promote OutrageAvenue.com, not to get the cast members to stop using tobacco. We want youth to go to the website and see something new.

This is an innovative approach to teen tobacco prevention. As far as we know, this is a first-of-its-kind event. So far we've had a positive response from the public and the media, including some national coverage.

If you have comments or questions, please contact Lisa LaFond by phone at (360) 236-3634 or by email at <mailto:lisa.lafond@doh.wa.gov>

## Clearinghouse News

By now many of you have ordered some of the new items that you found out about during the February Regional Meetings. More new items are arriving soon, including items dealing with smokeless tobacco and the tobacco activity books that we've had before. We'll let you know when new items are available to order.

There has been one important change for ordering clearinghouse materials. From this point on all your orders will need be submitted to Carla Huyck before they can be sent. You can do this a couple ways. If you can continue to submit all your orders directly to the warehouse using the DOH order form or the quit line order form. Plan on your order taking a few extra days. You can also send, email, or fax an order directly to Carla (PO Box 47848 Olympia, WA 98504-7848 or email at [Carla.Huyck@DOH.WA.GOV](mailto:Carla.Huyck@DOH.WA.GOV) or fax at (360) 236-3646). Since we have many more items than in the past we want to make sure that everyone has access to them and also ensure better customer service. If you have any questions feel free to contact Carla.

## Oral Cancer Survivor Rick Bender Visits Schools in ESD 101

They call him the man without a face. At age 26, Rick Bender lost 50 percent of his jaw, one-third of his tongue and partial use of his right arm to oral cancer. In March, the tobacco prevention program sponsored Rick to speak in 15 school districts throughout ESD #101. His message is a powerful one: Don't make the same mistake I did.

Rick Bender began chewing spit tobacco when he was 12 years old. He attributes his initiation to peer pressure, advertising and baseball. Although he underwent surgery that radically altered his appearance when he was diagnosed with oral cancer, he is one of the lucky ones. He is one of the few people diagnosed with tobacco-related oral cancer under the age of 30 who has managed to survive. "If I can get just one person to quit using, or maybe never start using spit tobacco, it can save their life and make my second chance worthwhile", Rick says.

Rick shares the story of his devastating battle with cancer caused by chewing tobacco. He emphasizes that chewing tobacco is not a safe alternative to cigarettes, as many young people believe. In fact, one can of spit tobacco delivers the same amount of nicotine as three packs of cigarettes. 12.4% of Washington students reported using spit tobacco within the last 30 days in the 1998 Adolescent Health Behavior Survey. If you have any questions please contact, Marie Hruban at (360) 236-3730 or email at [emailto:marie.Hruban@doh.wa.gov](mailto:emailto:marie.Hruban@doh.wa.gov)

## OUTRAGE 98119

OUTRAGE 98119 is coming! OUTRAGE 98119 is an event to bring Washington's youth and key supporters in tobacco prevention and control together to learn about where we have been, plan where we want to go, celebrate our successes, and make some public noise so that this state knows who and what we are!

OUTRAGE 98119 will be held June 27-28 at Seattle Pacific University on the north end of Queen Anne hill. The event will be open to 300 high school youth ages 14 to 18. (participating youth must attend with others from their communities in groups of no less than 3. Preference will be given to groups of minimum 5, maximum 8 youth. These youth will be required to part of, or willing to join, a local active youth prevention coalition upon the return from the summit. Additionally, they and their adult supporters will be expected to take the information and skills gained back to their communities and share with those youth not attending.) Chaperones will be required at a no more than 6-to-one ratio for youth under 18. Chaperones will be provided separate tobacco workshop related opportunities. We will also be hosting a young adult/college age (18-25) planning session for 20-25 representatives of that population to come together and begin discussions about how to get involved in this growing movement.

There is no cost for registration, meals or lodging. Possible transportation support is currently under consideration.

During OUTRAGE 98119, we will present the first ever "Selecky Award" (tobacco preventions version of "The Oscar") to outstanding individual youth, youth groups & coalitions, adults who support them, and projects/events that have furthered the cause of youth tobacco prevention and involvement in Washington State over the past two years. Nominations for these awards will be accepted between May 10 and June 5. Winners will be determined by an impartial panel of youth and adult advisors. Nomination forms and registration materials will be available at the May DOH tobacco contractor's meetings and available after May 3 via email.

A public rally will be held at the close of OUTRAGE 98119 (approximately 12pm) for youth to speak to their peers and the community about tobacco issues and how it affects them. This is the opportunity for those not able to attend the entire event to get involved and see the work Washington's youth have accomplished. The rally will be held at Seattle Pacific University 12pm-2pm. Registration for attendance at this event will be required, there is no cost.

Please contact Tom Wiedemann for more information at [outrage98119@hotmail.com](mailto:outrage98119@hotmail.com).

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